



# 2009 RECOVERY ACT



HELPING SMALL BUSINESS START, GROW AND SUCCEED

## MOVING FORWARD IN 2010

*Is your business stuck in neutral?*

*Are you marketing for 21<sup>st</sup> Century customers?*

*Is your business prepared for the opportunities that are coming?*

*Topics to be covered in this seminar:*

- It's a multi-channel world – no longer does one marketing *technique* fit all prospects
- Your Website is your company's front door - update to greet your customers
- Google is the new Yellow Pages - search engine traffic drives real business
- What's all this stuff about "Twitter" and "Social Media"- learn the basics for your use
- E-mail tips - building and using lists
- Step-by-step plan on how to use technology - don't panic; here's help
- Finding resources to implement your new marketing
  - Loans to help your company grow and for start-up companies
  - Meet with lenders and business counselors that can help you succeed

**Wednesday, June 23**

**Registration: 8:30 am      Program: 9:00 am**

**Walden Inn Conference Center at DePauw University  
2 West Seminary Street  
Greencastle, IN**

*(There is no charge for attending)*

**RESERVATIONS REQUIRED BY JUNE 18<sup>TH</sup>: (317) 226-7272 or [Sharon.murff@sba.gov](mailto:Sharon.murff@sba.gov)**

*Moving Forward in 2010 is presented as a courtesy of*

